

## Alesco CPG Buyers of Major Brand Hair and Styling Products

The Buyers of Major Brand Hair and Hair Styling Products list reaches over 26 million consumers using debit or credit cards to purchase products like shampoo and hair color from grocery and convenience stores. List is selectable by up to 300 demographic and lifestyle choices, frequency of purchase, average purchase price, and more. Reach audiences who respond to direct-to-consumer offers of hair care goods that clean and condition, reduce dandruff, and provide styling.

### MEDIA TYPE

Consumer  

### SOURCE

Direct response

### GEOGRAPHY

USA

### SEGMENTS

91,400,254	Total Universe / Universe Rate	\$175.00/M
24,438,042	Email	\$250.00/M
66,962,212	Postal	\$175.00/M

### MAINTENANCE

Market Entry	<b>10/28/2020</b>
New to Manager	<b>10/28/2020</b>
Counts Through	<b>10/28/2020</b>

### DATA CARD MAINTENANCE

New To System	<b>10/28/2020</b>
Last Update	<b>10/28/2020</b>
Next Update	<b>11/27/2020</b>
Update Frequency	<b>MONTHLY</b>

### DESCRIPTION

This CPG list puts marketers in touch with consumers who want name brands they can trust to attain shiny, healthy looking hair. Whether a short coif or long locks, this list appeals to audiences who want to add highlights, wash away gray hair, experiment with hair styles, and hold styles firm even in humid weather. From shampoo to prom-ready hairdos, these consumers spare no expense to have their hair look perfect all day long with minimal touchups. They search for hair care products that deep clean, reduce frizz, condition dry hair, preserve hair color, tame curls, and add fullness. When they find a brand that delivers, this audience remains brand loyal and purchases related hair accessories to complete their look. This audience is also receptive to beauty salon offers and memberships in hair growth clubs to stimulate hair follicles and promote thicker, fuller hair. They respond to brand name products that offer discounts, coupons, free samples and more.

**Name Brands:** Alberto VO5, Aqua Net, Aussie, Aveda, Aveeno, Axe, Bath & Body Works, Bed Head, Clairol, Dark & Lovely, Denorex, DEP, Dove, Flex, Finesse, Frizz Ease Garnier Fructis, Gillette, Got 2B, Head & Shoulders, Herbal Essence, Infusium, Johnson's Baby Shampoos, John Frieda, LA Looks, L'Oreal, Lusters, Matrix, Neutrogena, Nivea, Pantene, Nexxus, Paul Mitchell, Pert, Rave, Redken, Revlon, Salon Selectives, Selsun Blue, Suave, Sun Silk, Tresemme, Vitalis, White Rain

**Products Purchased:** Lifestyle and beauty magazines, cosmetics, hair bows, hair ties, hair clips, bobby pins, shampoo, conditioners, hairspray, styling gel, mousse, hand and body lotion, hygiene products, personal care products, anti-aging creams, moisturizers, exfoliates, dental products, perfumes

**List Purchasers:** Publishers, hairstylists, beauty salons, barbers, drug store merchandisers, pharmaceuticals, vitamin and supplement providers, haircare manufacturers, food and beverage suppliers, health food stores, and credit card issuers.

### SELECTS

### AVERAGE INCOME

Value **not available**

### GENDER

Male	%
Female	%

### MINIMUM ORDER

Minimum Quantity	
Minimum Price	<b>\$2,500.00</b>

**NET NAME ARRANGEMENTS****Net Name is allowed**

Floor	0%
Minimum Quantity	0
Run Charges	

**EXCHANGES****Exchange is not allowed****REUSE****Reuse is allowed**

Minimum Quantity	0
Run Charge	

**CANCELLATION**

Charges

**KEY CODING****Key Coding is not available****ADDRESSING****SPECIAL INSTRUCTIONS**

Transactional Postal CPM- \$175/per thousand Brand:  
\$10/per thousand per brand Minimum - \$2500.00  
Email CPM -\$250/per thousand Minimum- \$2000.00  
Mail Piece Required